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51. (New) A method of telephonically using a traffic control system for communication involving a buyer terminal and at least one vendor terminal for consummating sales transactions, the method including the steps of:

establishing telephonic communication from a buyer terminal to receive a buyer request at the traffic control system indicating a transaction including a good or service and a specified purchase price;

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establishing telephonic communication with at least one vendor terminal to transmit the buyer request whereby an interested vendor receiving the buyer request may respond, as to consummate a transaction; and

making a record regarding transactions for billing purposes.

52. (New) A method according to claim 51 including a further step of registering said vendor terminals with respect to various classifications.

53. (New) A method according to claim 52 wherein said various classifications comprise merchandise classifications.

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54. (New) A method according to claim 53 wherein said various classifications comprise merchandise classifications.

55. (New) A method according to claim 54 wherein said various classifications comprise merchandise classifications.

56. (New) A method according to claim 51 wherein buyers request is registered and includes the buyer's electronic mail (e-mail) address.

57. (New) A method according to claim 51 wherein buyers request is registered and includes the buyer's name.

58. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for a general category of a good or service of interest to the buyer.

59. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for a specific good or service of interest to the buyer.

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cont.
60. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for quantity.

61. (New) A method according to claim 51 wherein buyers request is registered and includes an entry relating to geography.

62. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for delivery location.

63. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for delivery date.

64. (New) A method according to claim 51 wherein buyers request is registered and includes an entry for the buyers' telephone number.

65. (New) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail)

66. (New) A method according to claim 51 further including a step of informing a buyer that the request has been received.

67. (New) A method according to claim 66 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

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68. (New) A method according to claim 51 further including a step of providing a video representation to the buyer relating to the good or service.

69. (New) A method according to claim 51 wherein at least one buyer can access the system via an on-line computer service.

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70. (New) A method according to claim 51 further including a step of providing an indication that a transaction has been consummated.

71. (New) A method according to claim 51 wherein the buyer enters qualification data to access the system.

72. (New) A method according to claim 71 wherein the qualification data is the buyer's PIN number.

REMARKS

Applicant and the undersigned appreciate the courtesy extended by the Examiner during the personal interview conducted on December 13, 2001. As discussed during the interview, Applicant is canceling claims 17-50 at the present time in favor of new claims 51-72, which further clarify certain inventive aspects of Applicant's system. Applicant reserves the right to pursue the canceled claims or variations of them later in a continuation application. The claims presented now are fully supported by the specification and do not introduce any new matter.

Dated:

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By:

Respectfully submitted,

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